

Engage media to garner attention and credibility

Many successful programs found that getting media attention for their offerings and benefits helped add credibility to marketing efforts and expand their reach. By positioning "green" stories or home improvement mini-segments on local television or radio stations, they provided timely content that generated interest in their programs' services (e.g., a story about how to cool homes in a heat wave).

Although television coverage or advertising may not always generate immediate leads, it can increase program recognition and lay the groundwork for future leads. Successful programs also tracked where customers heard about their program to understand which outlets were working (e.g., by including promotional codes on materials and asking for the code when potential customers call or visit the program's website).

- The media is often interested in stories about the first or the biggest, or about breaking thresholds. The [Greater Cincinnati Energy Alliance](#) [1] used its 1,000th upgrade milestone as the basis for a press conference, which garnered newspaper and television coverage for the program and its satisfied customers.
- Virginia's [Local Energy Alliance Program](#) [2] (LEAP) earned media attention for its "house doctor," Guy Caroselli. As an expert on building science and energy efficiency, Mr. Caroselli hosted a weekly radio show, provided home improvement advice at events, and wrote a blog to address recurring issues for contractors and homeowners. Putting a voice with specific expertise in home improvement added a great deal of credibility and human interest to LEAP's outreach efforts.

LEAP's House Doctor Is In



Source: Local Energy Alliance Program

LEAP's "House Doctor" creative approach to providing advice on home energy efficiency garnered media attention for the program.

- The [Solar and Energy Loan Fund](#) [3] (SELF) in St. Lucie County, Florida, was able to capture media coverage by continuously refreshing its messages and maintaining a tone of "new-ness" to what the program was doing. SELF found that highlighting "first" experiences (e.g., its first Community Reinvestment Act loan, the county's first property assessed clean energy [PACE] program) was key to this approach. As these first experiences are hard to maintain over time, the organization also drew attention to milestones such as its 200th client or hitting a \$2 million dollar mark in its lending. Finally, SELF shifted from its own success to highlighting the success of others related to its efficiency program and sharing stories about its customers as well as its affiliated contractors. By stressing that SELF was the local community's nonprofit and that the successes achieved were not only for SELF but for the community as a whole, this engaged the local media over time.

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Source URL: <https://rpsec.energy.gov/tips-for-success/engage-media-garner-attention-and-credibility>

Links

[1] <http://greatercea.org/>

[2] <http://leap-va.org>

[3] <http://cleanenergyloanprogram.org>